

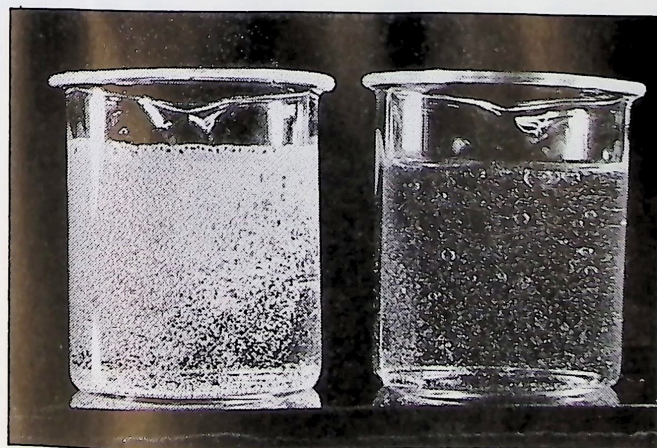
IN DIET BEVERAGES
CMC
HOLDS THE SPARKLE
...ENHANCES THE TASTE



Bringing sweet pleasure to taste buds is but one quality a diet beverage must have to win repeated approval. While artificial sweeteners replace sugar sweetness, they do not contribute essential mouthfeel, body, and flavor-blending qualities. That is why Hercules developed CMC 7 HOP. This noncaloric, physiologically inert cellulose gum not only returns these desirable qualities to diet beverages, but helps imprison the carbonation far longer.

Note the two beakers in the photo. The one at the left is filled with a beverage containing CMC; the beverage in the other has none. Both beakers were filled simultaneously from full flasks that had been at rest for 20 minutes. The bubbly difference is obvious. Yes, even after exposure in the open for an hour and 35 minutes, the drink containing CMC sparkled with far more effervescence than its companion in the test.

Other advantages of CMC 7 HOP for beverage producers: acid levels can be increased 10 to 20%; the sweetness level can also be raised above normal. New tangy beverages with unique flavor characteristics can be created economically. CMC 7 HOP is also an effective thickening agent for low pH foods like fruit pies, salad dressings, cheese spreads, and fruit drinks.



Technical information about the use of CMC 7 HOP in diet beverages is provided in bulletin VC-454. For data on the use of CMC in low pH foods, refer to bulletin VC 435. Both may be obtained from your local Hercules sales office. Or write to Cellulose & Protein Products Department, Hercules Powder Company, Wilmington, Delaware 19899. CC64-7